

Oklahoma Tobacco Settlement Endowment Trust
Board of Directors
Minutes
September 6, 2007

Board of Directors' Members Present: Kenneth D. Rowe, Don Cooper, M.D., George E. Foster, O.D., Casey Killblane, W.R. Lissau, D. Robert McCaffree, M.D., Susan Walters Bizé

Board of Directors' Members Absent: none

Staff Present: Tracey Strader, Jonás Mata, Dorothy Antwine

Guests Present: Kendell Callaway, Sally Carter, Michael Crutcher, M.D., Wes Glinsmann, Janet Love, Doug Matheny, Frank Merrick, Joann Stevenson, Dave Thomas, James Wilbanks

Agenda Item	Discussion and Notes	Action and Follow-up
1. Open Meeting Act, Call to Order and Opening Remarks	Ken Rowe announced that the requirements of the Open Meeting Act, including the filing of the meeting and posting of the agenda had been met and called the meeting to order.	
2. Approval of Minutes of the May 18, 2007 Regular Board Meeting		Motion to approve made by Casey Killblane and seconded by Dr. McCaffree. Motion passed unanimously. Dr. Foster was not present for the vote. Dorothy Antwine will make the minutes part of the permanent record.
3. Board of Investors Update and Notification of Certified Earnings from FY 2007	James Wilbanks reported that the Board of Investors had been working very diligently to generate a significant amount of certified earnings and was happy to report that an additional \$3 million had been certified; bringing the total certified earnings from FY 2007 to \$10.37 million. Mr. Wilbanks said the total assets at the end of the year grew by 25% while expenses grew by 4%. They have increased earnings by increasing dividend yield and by decreasing investment management fees.	
Dr. Foster arrived.		
	Ken Rowe expressed the boards' appreciation for the work of the Treasurer's Office and the Board of Investors for their efforts in generating additional revenue for program funding, and said they were very pleased with the Board of Investors.	
4.a. Chair's Report – Board Meeting Dates for 2008	Ken Rowe asked Tracey Strader to report on the possible board meeting dates for 2008. Ms. Strader reported that staff had not been able to obtain potential dates from each board member. Potential dates will be available at the November 19, 2007 board meeting.	Dorothy Antwine will continue polling the board members 2008 calendars for meeting dates.

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4.b. Chair’s Report – Election of Officers, November 2007 Board Meeting	Ken Rowe announced that the election of officers – Chair and Vice-Chair – would take place at the November 19, 2007 board meeting.	
5.a Director’s Report – Grantees Annual Meeting	Tracey Strader announced the Grantees Annual meeting would be October 16-17, 2007 at the Oklahoma City Marriott. She encouraged the board members to attend or stop by to interact with the grantees.	
5.b. Director’s Report – Oklahoma Health Care Authority Board Retreat Update	Ms. Strader reported that she attended the Oklahoma Health Care Authority’s Board Retreat August 16 th and 17 th to learn more about their retreat and strategic planning process. She explained that numerous stakeholders were involved, and that after a series of presentations, the board and stakeholders engaged in a review of priorities within previously identified goals. The facilitation resulted in consensus decisions and the plan will be revised as a result of this process.	
5.c. Director’s Report – National Conference on Tobacco or Health	Tracey Strader stated that TSET staff members and Dr. McCaffree would be attending the 2007 National Conference on Tobacco or Health in Minneapolis on October 24-26, 2007. She said TSET would be involved in three panel presentations, and Oklahoma would be represented at approximately 17 presentations.	
5.d. Director’s Report – Agency Updates	Tracey Strader reported that a Director of Communications had not yet been hired. The interview process was still underway but she planned to finalize the process by October.	
8.a. Program Committee Report – Presentation – “Tobacco Control Media Campaign – Janet Love, Director of Program Services, Oklahoma State Department of Health, Tobacco Use Prevention Service.	Ms. Love provided a review of the reach and frequency of the FY 2007 Counter Marketing campaigns and introduced the 2008 Counter Marketing Plan. Dave Thomas, Senior Vice President and Kendell Callaway, Account Manager with Brothers & Co were introduced. They presented the new master campaign, ‘Tobacco Stops With Me’ and explained that the campaign would begin in January 2008. They described the research process involved in developing the campaign and the outcome objectives expected over the next two to three years.	

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<p>8.b. Program Committee Report – Presentation – “Tobacco Cessation Systems Updates” – Sally Carter, Director of Planning and Cessation Systems, Oklahoma State Department of Health, Tobacco Use Prevention Service</p>	<p>Ms. Carter presented updates on several cessation system program initiatives: 1) ‘Make It Your Business’ toolkit for employers, 2.) ‘Certified Healthy Business’ program, 3) OSEEGIB cessation benefit for state employees, 4) training Medicaid providers statewide on tobacco cessation, 5) integrating tobacco cessation into medical school curriculum, 6) implementing the Indian Health Service Field Guide as a pilot site, 7) collaborating to develop an American Indian Conference on cessation and comprehensive tobacco control in April 2008, 8) working with the Specific Populations grantee, Communication Services for the Deaf to make the Oklahoma Tobacco Helpline more accessible for the deaf and hard of hearing via video relay service.</p>	
<p>6. Proposed Executive Session – a) Board Discussion and Funding Recommendations for Grant Renewals for the Addressing Tobacco in Specific Populations Grant Initiative, the Communities of Excellence grant initiative (Wave I); and for Funding of Grant Awards for the Communities of Excellence (Wave II) Grant Initiative. And b) To Discuss the Salaries of the Executive Director and Staff .</p>		<p>Motion to move into Executive Session made by Dr. Foster and seconded by Dr. McCaffree. Motion passed unanimously.</p> <p>Motion to move out of Executive Session made by Casey Killblane and seconded by Dr. Foster. Motion passed unanimously.</p>
<p>7. Vote on Items from Executive Session</p>		<p>Motion to approve recommendations for renewal of CX I grants made by Susan Bizé and seconded by Dr. Foster. Motion passed unanimously.</p>
		<p>Motion to approve recommendations for seven CX II awards made by Susan Bizé and seconded by Casey Killblane. Motion passed unanimously.</p>

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		Motion to approve recommendations for continued funding of two Specific Populations grantees made by Susan Bizé and seconded by Casey Killblane. Motion passed unanimously.
		Motion to recommend a 5% salary increase for the Executive Director effective immediately made by Casey Killblane and seconded by Susan Bizé. Motion passed unanimously.
8.c. Program Committee Report – FY 2008 Tobacco Control Program Recommendations	Susan Bizé explained the Program Committee’s recommendations for the additional \$3 million in earnings this year. The Committee recommended that the funds be allocated in three categories: 1) \$1.5 million to expand the new public education campaign, 2) \$1 million in additional Helpline services, and 3) up to \$500,000 for evaluation of the new public education campaign. Ms. Bizé stated that Dr. Beebe had proposed a subcontract with a national firm to conduct the surveys related to the public education campaign evaluation. At this time the amount of the contract has not been determined. If the full \$500,000 is not utilized for this purpose it may be reallocated for other evaluation or program needs later in the fiscal year.	Motion to approve the allocation of an additional \$1 million to the Helpline, \$1.5 million to counter marketing, and up to \$500,000 for evaluation made by Susan Bizé on behalf of the Program Committee. Motion passed unanimously.
8.d. Program Committee Report – Discussion and Possible Approval of Amendments to the Oklahoma Tobacco Helpline RFP/Contract	On behalf of the Program Committee, Susan Bizé recommended amendments to the Oklahoma Tobacco Helpline RFP to allow the Helpline to offer the new more robust pregnancy protocols, and allow the Helpline to conduct research. This will allow the Helpline to begin a clinical trial to address weight concerns among Helpline participants.	Motion to approve of the Oklahoma Tobacco Helpline RFP amendments made by Susan Bizé on behalf of the Program Committee. Motion passed unanimously.
9.a. Agency Operations Committee Report – FY 2007 Fourth Quarter Expenditures, Operating and Program Budgets, Budget to Actual	Casey Killblane reviewed the FY 2007 Fourth Quarter Expenditures – Budget to Actual report for the Operating and Program Budgets. There are still quite a few outstanding invoices and the staff will attempt to closeout the FY 2007 budget by the November board meeting.	

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9.b. Agency Operations Committee Report – Discussion and Possible Approval of FY 2008 Operating Budget	Casey Killblane reviewed the final FY 2008 Operating budget in the amount of \$580,367. This represents less than 6% of certified earnings.	Motion to approve the final FY 2008 Operating budget made by Casey Killblane and seconded by Dr. McCaffree. Motion passed unanimously.
9.c. Agency Operations Committee Report – Discussion and Possible Approval of FY 2008 Program Budget	Casey Killblane reviewed the final FY 2008 Program budget in the amount of \$12,730,456. This includes \$11.47 million in TSET funding and \$1.25 million in OSDH funding for the Helpline,	Motion to approve the final FY 2008 Operating budget made by Casey Killblane and seconded by Dr. Cooper. Motion passed unanimously.
10. Update on Tobacco Control Legislation and Policy	<p>Wes Glinsmann provided updates from the Oklahoma Alliance on Health or Tobacco. Mr. Glinsmann said several municipalities had passed their youth access and clean indoor air ordinances. Both Oklahoma City University and Oklahoma State University had announced that in May 2008 they would implement comprehensive tobacco-free campus policies. Mr. Glinsmann explained that several issues were under consideration for the FY 2008 Legislative agenda including:</p> <ul style="list-style-type: none"> * Repealing preemption – allowing local communities to implement policies that are stronger than state law. * Eliminating the exceptions to the Smoking in Public Places and Workplaces Act. * Business tax credit - for those businesses providing tobacco cessation services *A prohibition on tobacco product sampling. 	
11. New Business	Ken Rowe called for new business and there was no new business.	
12. Public Comment	Ken Rowe called for public comment and there was no public comment.	
13. Luncheon Discussion of Retreat Goals and TSET Accomplishments from Inception to Date	<ul style="list-style-type: none"> • Tracey Strader opened the retreat portion of the meeting by explaining that the primary goal of the retreat was to develop a strategic plan that would guide the agency’s efforts over the next five years. The board reviewed the accomplishments of the agency to date. 	

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<p>14. Presentation “Tobacco Control Recommendations from Expert Panel” – Doug Matheny, Chief, Oklahoma State Department of Health, Tobacco Use Prevention Service</p>	<p>Doug Matheny presented the feedback received from a panel of national experts during a meeting held August 21-22, 2007 to review the Oklahoma Tobacco Control Program and provide Technical Assistance.</p> <p>Mr. Matheny said it appeared that Oklahoma was right track in many areas, and that it was time to develop a new state plan which would build on the successes of the current state plan. The panelists offered feedback on program, policy, funding priorities/benchmarks, surveillance and evaluation, and planning and implementation. Several panelists agreed that Oklahoma’s efforts should focus on second-hand smoke. Highlights from the recommendations included the following:</p> <ul style="list-style-type: none"> • Increase program funding to fully “immunize” entire population & achieve full “dose/response” effect • Expand counter-marketing and cessation systems efforts – including efforts targeting certain specific populations • Address disparities in prevention, cessation, and policy, particularly among tribal communities, mental health and substance abuse, pregnant and post-partum women, and low socioeconomic status populations. • Continue to promote state/local policy change and encourage local coalitions to be more involved in state coalition efforts. • Expand population-based surveillance systems to obtain local-level and disparate population data • Bring local/state/national partners together to accomplish a comprehensive, integrated, and revitalized state plan/strategic plan which incorporates all available resources, opportunities, cultures and infrastructure 	
<p>15. Presentation “Strong and Healthy Oklahoma Initiative” – Dr. Michael Crutcher, Secretary of Health, and Commissioner, Oklahoma State Department of Health</p>	<p>Dr. Crutcher stated that the ‘Strong and Healthy Oklahoma’ initiative was a result of a crisis in the growing burden of chronic disease of the American population. Of particular concern is the growing prevalence of cardiovascular disease, stroke, and obesity. Dr. Crutcher described the costs to Oklahoma’s health care system and stated that the mission of the “Strong and Healthy Oklahoma”</p>	

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	<p>initiative is encourage all Oklahomans to eat better, move more and be tobacco-free where we live, work and learn. The four leading causes of death are heart disease, cancer, stroke and chronic lung disease and all four of these causes are associated with tobacco use. Many are also related to the lack of proper nutrition and physical fitness. Oklahoma’s rank is far below the national average on nearly all of the health status indicators.</p>	
<p>Bill Lissau left the meeting</p>		
	<p>Dr. Crutcher said that a very broad population-based effort is needed in order to start influencing these behaviors. The initiative attempts to work with businesses to adopt policies and programs within their environments to promote healthier workers, decrease absenteeism, and increase productivity. These programs cost very little, but will improve the bottom line.</p>	
<p>16. Discussion of Key Stakeholder Survey Results</p>	<p>Tracey Strader reviewed the results of the key stakeholder survey. She noted very strong support for the agency’s primary focus on tobacco control. Obesity, poor nutrition, lack of physical exercise, and access to care were prevalent themes. The need to address health disparities among specific populations such as Native Americans, mental health and substance abuse and low socioeconomic status was a sub-theme throughout the surveys.</p>	
<p>17. Preliminary Discussion of Funding Priorities, Goals, and Benchmarks – Frank Merrick, Facilitator</p>	<p>Frank Merrick opened the discussion of program priorities for future funding. The board indicated a desire to focus on prevention. Board members affirmed a commitment to tobacco control and to achieving the minimum funding level recommended by the CDC at the earliest opportunity. They also want to begin to explore TSET’s role in the area of improved nutrition and fitness.</p>	
<p>The board retreat recessed for the evening.</p>		

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September 7, 2007**

Board of Directors’ Members Present: Kenneth D. Rowe, Don Cooper, M.D., George E. Foster, O.D., Casey Killblane, W.R. Lissau, D. Robert McCaffree, M.D., Susan Walters Bizé

Board of Directors’ Members Absent: none

Staff Present: Tracey Strader, Jonás Mata, Dorothy Antwine

Guests Present: Commissioner Kim Holland, Lysie Laughlin, Doug Matheny, Frank Merrick, Pam Nielson, Joann Stevenson,

-, ;l	Discussion and Notes	Action and Follow-up
<p>18. Presentation – Key Insurance Initiatives and Opportunities in Oklahoma</p>	<p>Oklahoma Insurance Commissioner Kim Holland presented on the various insurance needs, costs and goals for Oklahomans. Commissioner Holland reported that 700,000 of Oklahoma’s population are uninsured. Most are working people, and 150,000 of them are children. She described a cycle in which insurance increases, people drop off, and emergency room use increases.</p> <p>Commissioner Holland described the development of the “Summit on the High Cost of Health Insurance.” As a result of the Summit task force meetings legislation passed included expansion of the premium assistance plan, O-EPIC for small businesses, and the All Kids Act to expand SoonerCare coverage for children.</p> <p>House Bill 1010 created the core health benefit team task force to make recommendations to the legislators about what should be included in a core basic benefit plan. Statewide public meetings will utilize a computer simulation called CHAT, Choosing Health plans All Together, to gain public input. The resulting information will go back to the task force and recommendations will be made to the legislators.</p> <p>The Oklahoma Insurance Commission has also been awarded a planning grant from the Robert Wood Johnson Foundation to develop a plan for universal coverage for Oklahoma.</p>	

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<p>19. Wrap up of Program Priorities, Goals and Benchmarks</p>	<p>Frank Merrick facilitated further discussion among the board members and as a result, a preliminary strategic plan was developed. The board identified three priorities: 1) Tobacco Control 2) Nutrition and Fitness and 3) Emerging Opportunities. Goals, objectives, and action plans were also identified.</p>	<p>Motion to approve Communities of Excellence Wave I (round 2) to continue the program beyond the first five years made by Dr. Foster and seconded by Susan Bizé. Motion passed unanimously.</p> <p>Motion to open a process to accept unsolicited proposal to address emerging opportunities; utilizing carryover funds of no more than \$500,000 for FY 08 made by Dr. Foster and seconded by Dr. Cooper. Motion passed unanimously.</p> <p>Motion to approve the strategic plan, pending edits by the staff made by Casey Killblane and seconded by Susan Bizé. Motion passed unanimously.</p> <p>Tracey Strader and Frank Merrick will finalize the strategic plan document for review and possible approval at the November 19, 2007 board meeting.</p>
<p>21. Adjournment</p>	<p>Ken Rowe presented Frank Merrick with a award of gratitude and appreciation for all his work with the board.</p>	<p>Motion to adjourn made by Dr. McCaffree and seconded by Dr. Cooper. Motion passed unanimously.</p>